**How Maybelline is Beating Beauty Rivals on Social**

Maybelline is outperforming parent company L'Oreal on social media engagement, along with rivals Revlon and Estée Lauder, for example garnering 59 million Instagram likes from Jan. 1 to Oct. 20 compared with 27 million and 5 million respectively for L'Oreal and Estee Lauder, ShareIQ reports.

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<http://www.glossy.co/new-face-of-beauty/why-maybelline-is-winning-at-social-media>